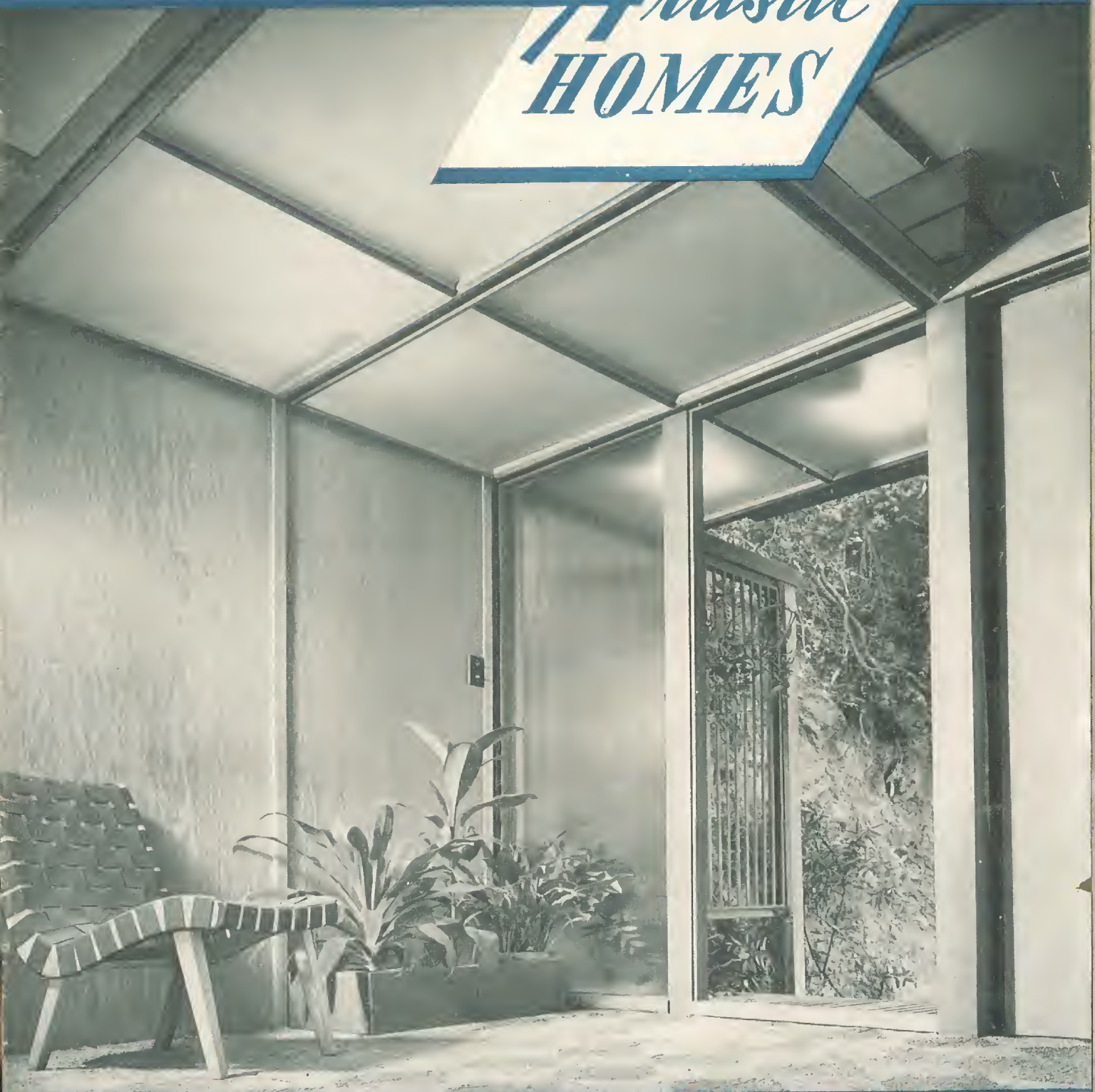


HAMMOND'S

Artistic
HOMES





SMALL HOMES

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SMALL HOMES are livable

One of the most significant developments in recent years is the architect-merchant builder combination... the endeavor to give "stock housing" the advantages of the experienced designer's ingenuity, and training, and the knowledge gained from his work in the custom building field. Reasons behind this trend are not purely altruistic, but stem from the practical viewpoint of sales, life blood of the big merchant builder. When the post-war hunger for quantity housing began to be satiated by an overdose of monotone homes set in monotone rows, the sales dwindled to a sluggish pace; furthermore with the price tag on such houses mounting with rising building costs, the customers began to look behind the fresh paint and examine the house for quality and livability. At this point a number of the merchant builders began to eye the architect and his "modern" designs with a slightly less jaundiced eye.

Even then the trend has been slow and spotty in develop-

ing, and has had its casualties: two tracts, for instance, which won their architects a coveted award also pushed their builders to the brink of bankruptcy... a discouraging setback which made other builders doubly conventional and cautious. But with the advent of a younger group of buyers, better-educated housingwise, and with the architect's increasing appreciation of the problems of mass building, the trend seems to be growing in a fortunate and healthy manner.

One of the most successful of the architect-merchant builder teams is that of Edward H. Fickett, AIA, and Ray Hommes, a veteran of years of tract building. In their new 1000 home project at Sherman Park in the San Fernando Valley, the sales have so far outstripped the construction that the result is highly gratifying to Mr. Fickett, satisfying to Mr. Hommes, and a hopeful thermometer for merchant building. For reasons why, see the following pages.

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• One of the plans, Model "E", has carport with staggered board fence in front, wide entrance porch supported by beams.

PHOTOGRAPH BY GEORGE DE GENNARO



● Exposed beams accent the easy sweep of roof, have a decorative effect without marring the simplicity of the whole design; painted trim around the door gives further uncluttered accent. Additional note: sundial on the hexagonal redwood stand.



Wide roof overhang gives shadow interest to the plain stucco walls, clean cut lines of the window frame dramatize the grouping of living and dining room windows. This three-bedroom house uses the same staggered board fence to extend the visual line, shelter the carport. All the houses are built with slab floor and dry wall construction.



PHOTOGRAPH BY JULIUS SHULMAN



2



In this typical living room predominant colors are browns, greens and gray, the fabrics cotton or linen. Lamp standards of black wire are decorative and functional; their height is in perfect balance with the feeling of size and openness which the high ceiling gives. Slab floor is covered with waxed asphalt tile of soft gray-green; door at the right leads to the outdoor living area.



FURNISHINGS

are simple,
imaginative

PHOTOGRAPHS BY GEORGE DE GENARO

• Another living room has one wallpapered wall, another wall of deep-textured chipboard of pressed cedar chips (foreground). Exposed beams, ceiling of striated planks and the colorful cedar wallboard are typical of Mr. Fickett's masterful handling of structural details as decorative features.



Bedroom in one of the houses is furnished as a den-guest room with modern desk and chair, day-bed slip-covered in colorful checkered linen, and natural straw matting on the asphalt tile floor. All houses use exposed beams and straited ceilings which are in reality the underside of the sloping roof deck, thus cutting the cost and adding to ceiling height.



uncluttered space

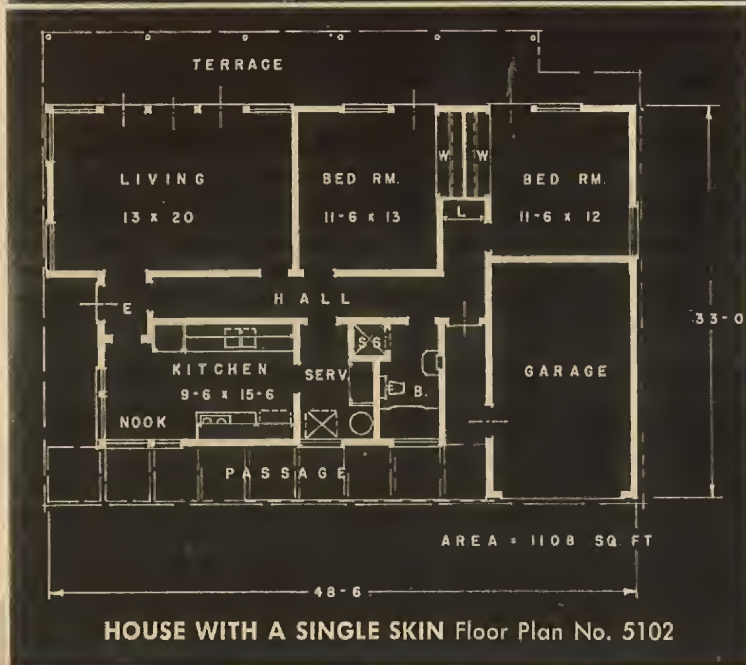
• Like many of the rooms, this bedroom has adjustable glass louvre windows, easily handled, giving excellent ventilation since the entire window area can be opened. New and non-costly features like this, added to the open planning and excellent floor plans, explain the appeal which has made the Fickett-Hommes tract an epochal success.

PHOTOGRAPHS BY
GEORGE DE GENNARO



• Inside a single-skinned house, the studs between the modular panels give an interesting pattern, highlighted by the criss-cross of exposed beams. Nice details: brick planter, built in couch which doubles as guest bed, built in end table with storage space underneath.

PLYWOOD and modular



When the average person says "small house" they actually mean as much house as they can get within a *small house* budget; no one today likes cramped rooms and lack of space. So the cleverest of today's designers juggle materials and ideas to cut costs and still produce a house which budget-wise is small but living-wise has its ample quota of space. This house falls within that category. It is built on a modular basis with a single wall of Douglas Fir plywood finished on both sides and sealed with a waterproof bond; with the outside of the panels painted white to contrast with the redwood grille, and the inside finished in decorator colors, it manages to look like a much more imposing home than its budget would indicate. What was saved by eliminating the usual double wall construction went into added square footage in rooms and outdoor terrace.



using every square foot

The Gardner

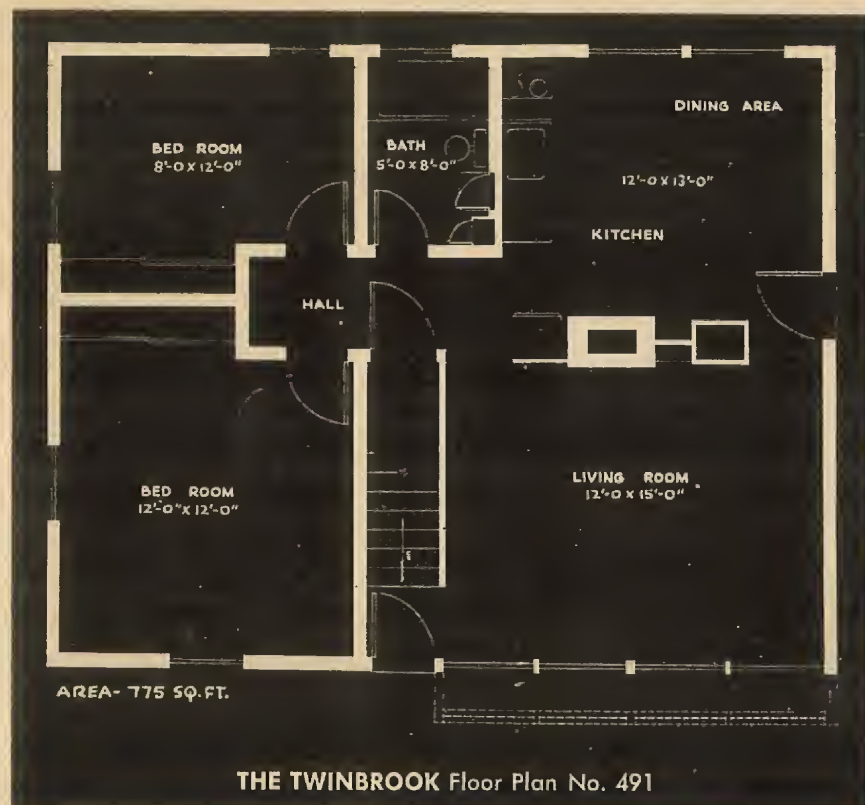
Arizona can point with pride to several new housing developments where the builder and a good designer have worked hand in hand. Result: a practical use of space, an attractive use of materials, and much more value received for the buyer's dollar. This house, in just over 1000 sq. ft., not only has three bedrooms and a spacious living-dining area, but a large and welcome storage room. The front door stands open showing the coat closet which forms the small entryway. A back patio fully enclosed in a tall redwood fence gives complete safety and privacy to children's play-yard, while the front patio doubles the area of the glass-walled living room. Typical of other cost-saving plans, this house has no fireplace.



SMALL HOME—eastern style



*The
Twinbrook*



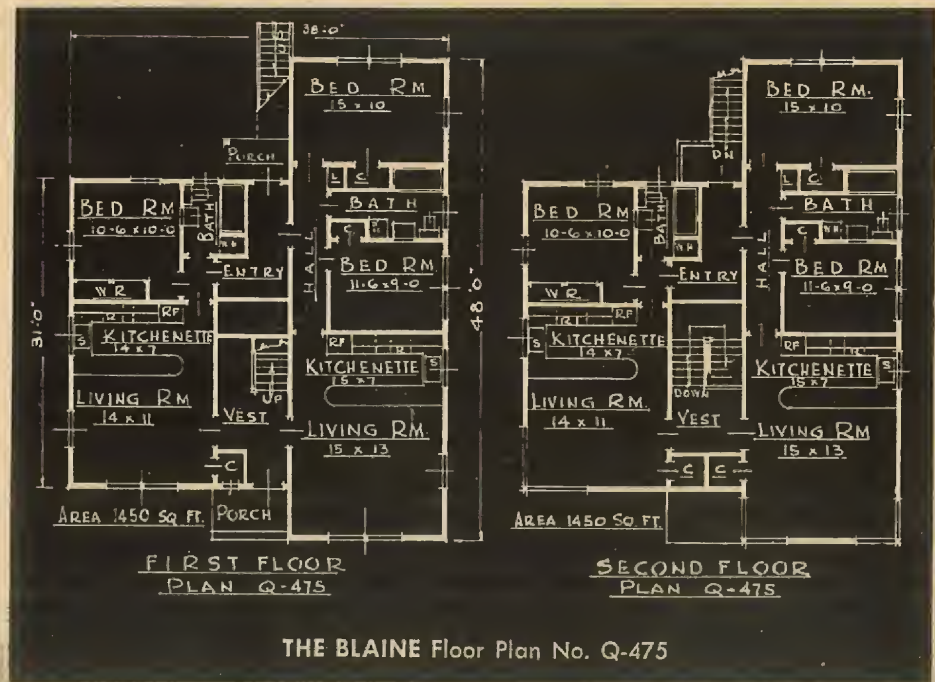
Where more stringent winter climates prevail, even houses attempting to cut cost corners must bow to the exigencies of snow and sleet and weeks on end of driving rain. This development in northern Maryland uses the same basic type of practical floor plan—a perfect rectangle—but adds an expandable attic under the steep-pitched roof, and windows of insulating glass to make every inch of the rooms livable. The large fireplace in the living room is an added attraction... and as the family grows, the attic can be converted into sleeping or play rooms.

Photographs courtesy
Libbey-Owens-Ford Company

MULTI UNITS can be roomy

The Blaine

Four small homes are neatly contained in one two-story structure...two apartments ideal for bachelors or young marrieds, with one bedroom; two with one smaller bedroom and one master bedroom large enough to grace the most pretentious house. All four units gain added privacy by opening off a central dividing hall; all four boast the informal open kitchenette arrangement with serving counter dividing it from the living room. The plan offers advantages not only to the renter but to the builder as well—it will fit compactly on a normal city lot, leaving ample space in the rear for a community patio and garden.

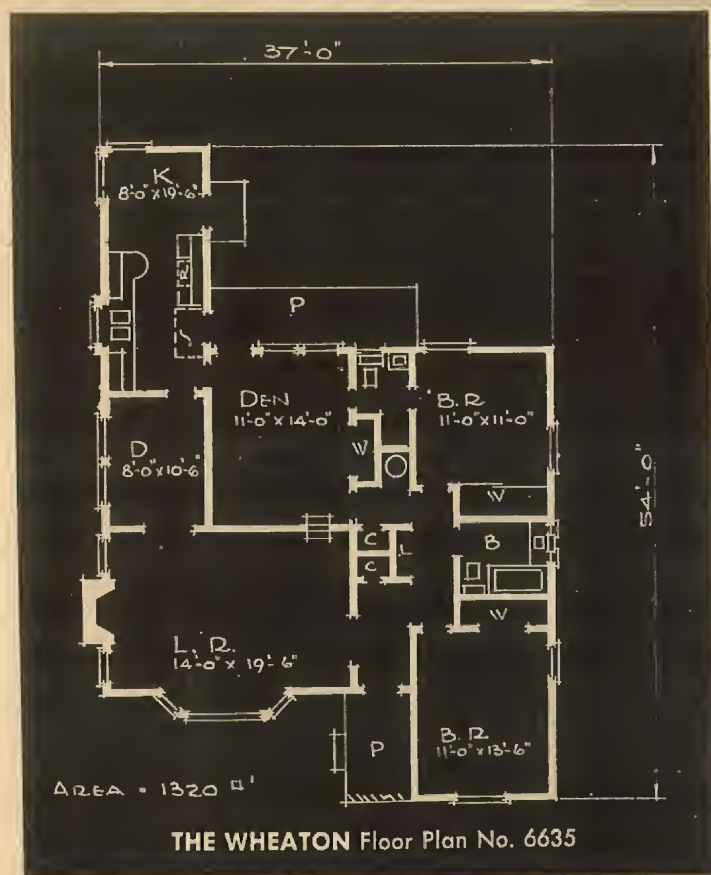




built with individuality

The Wheaton

Some of the best-for-your-money buys in the small homes field are those by builders prominent in their own communities... working on perhaps 20 to 30 houses at a time in contrast to the thousands of the merchant builder, they use tested plans which they vary with details of color, trim, veneer, roof line and placement on the lot. This—with its large living room, separate dining room, two bedrooms and den—has proved exceptionally popular; buyers like the individuality of its redwood shutters and trim, redwood garage door, stone dado and nicely balanced bay window. And it's cleverly designed for a 50 foot lot, with ample room for porch and living area in the back.

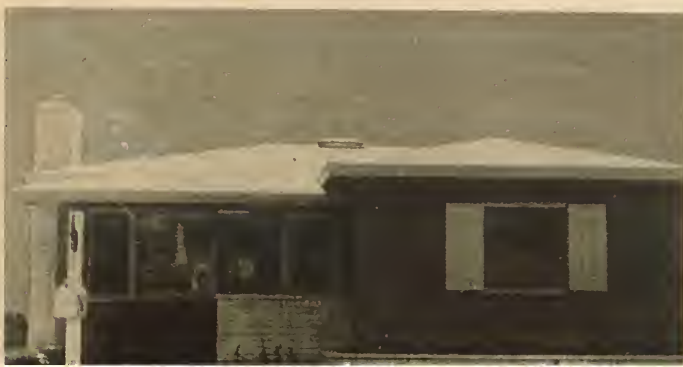
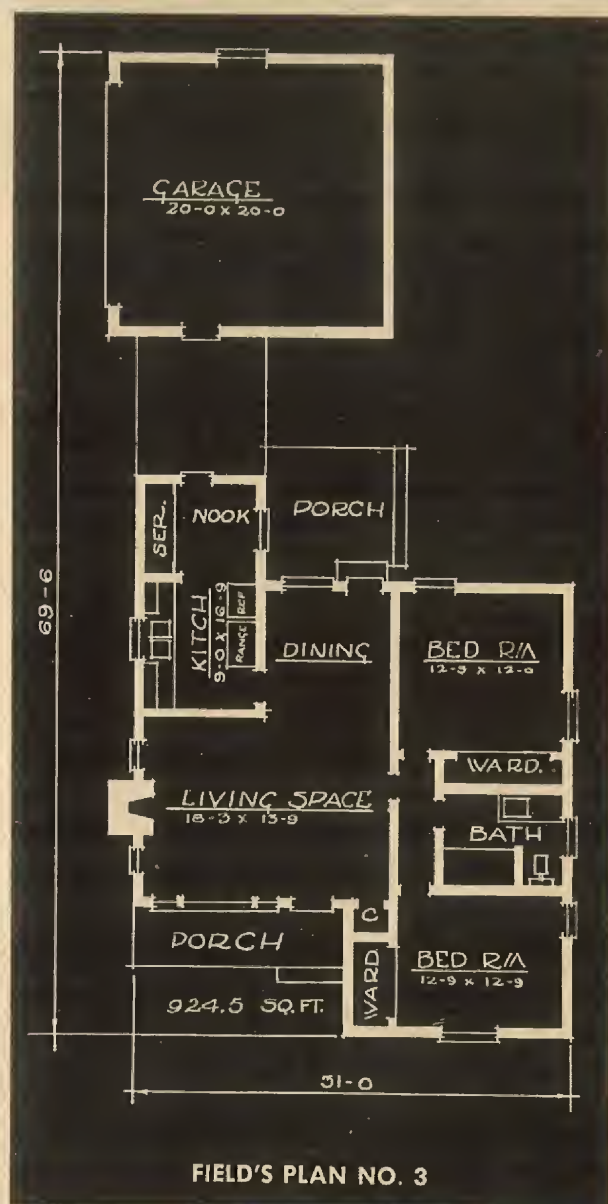


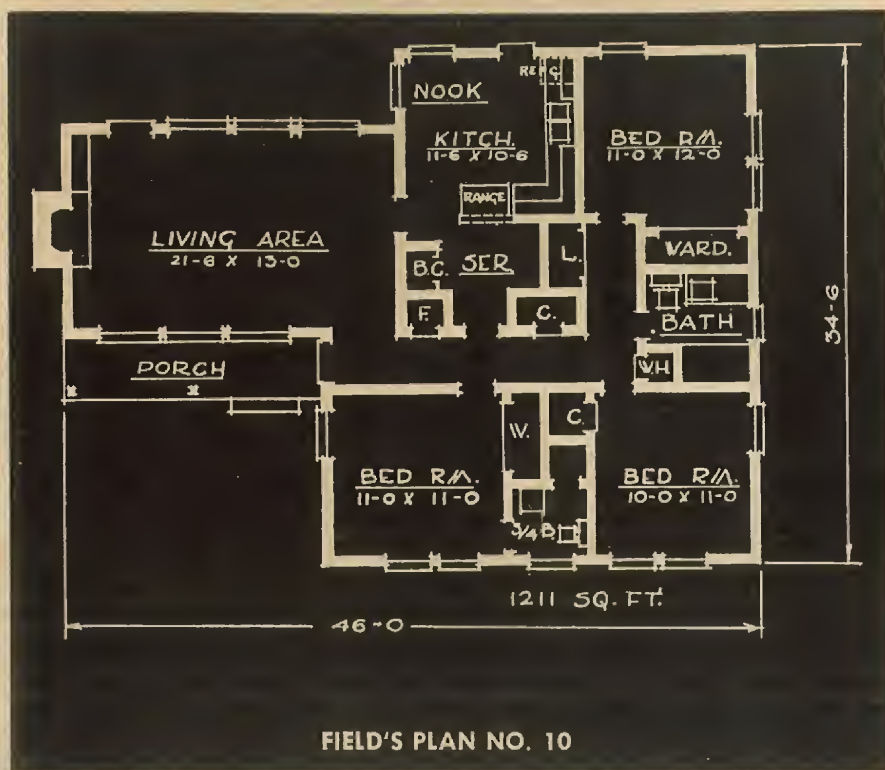


• Dark brown stucco of this house is accented by white trim and roof, whitewashed planter and chimney of concrete block, porch pedestals of lacy grillwork painted white.

guaranteed livable

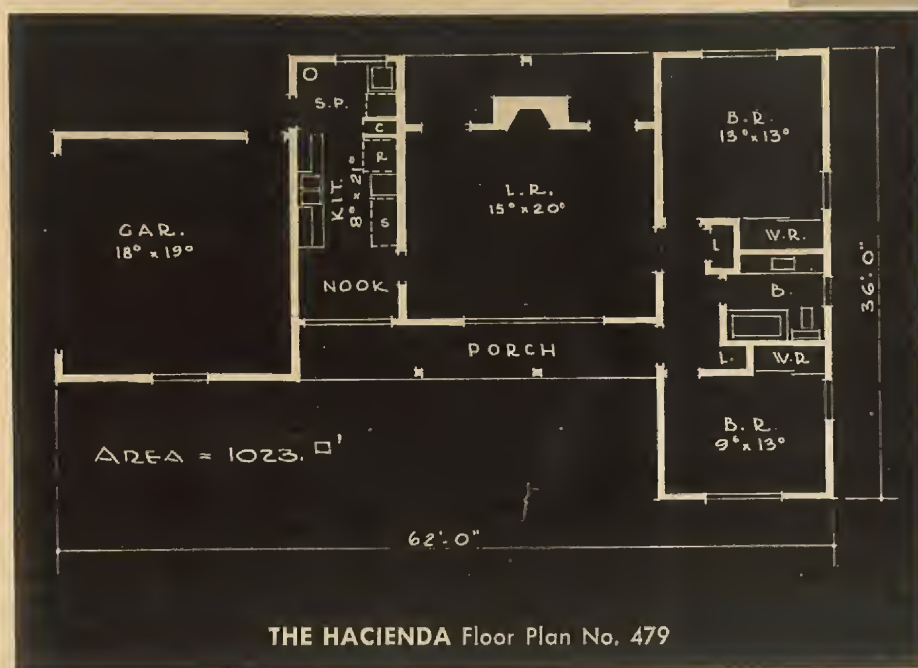
One of the most successful community builders is Gordon Fields of San Bernardino, Calif. Using ten basic and tested floor plans, and an overall site plan designed to give his tracts a custom look, Fields has developed large areas in the sunny suburbs of that city. Exterior detail of trim, color and contrast of materials gives each house individuality and charm; he further individualizes them by varying the placement of garages—some attached, some at the left or right in the rear, some (on a corner lot) facing the second street. Inside he further varies his houses with decorator colors, different fireplace facades, different tile designs in bathroom and kitchen. Result—a charming suburban community of individual homes, yet each has the advantage of a proven and livable plan.





Larger in area but still modest in price is this three-bedroom home of Gordon Fields—one of the most popular with its two smaller sleeping rooms in the front, master bedroom in the back for quiet. This house has a board and bat exterior of redwood on the living room wing to contrast with the pale green stucco of the rest of the house; redwood shutters and dark shingle roof balance the design, white trim and fence accent it.





The Hacienda

The attached garage gives a look to this attractive two-bedroom house. Of concrete block set off by louvred shutters and dark shake roof, it achieves the maximum of livability and charm with its comfortable and compact floor plan, its graceful setting. Keynote of the house is the living room set between two porches which cut off the glare but admit not only ample light but a cheerful view of the garden as well. Outdoor living area is at the back, in companionable view of the living room.





paint your own PICTURE WINDOW

Feel cramped? Have claustrophobia? Or do you have a longing for some particular scene, now far removed by time and distance? There is a simple and lovely solution to any such problem: paint a mural in your living room or den. Let its vistas push your wall aside as far as the eye can see... let it stir your imagination... give comfort and color and scope to your daily living.

This seascape, painted by Artist Arthur J. Beaubien of Verdugo City, Calif., endows a small room with all these magic qualities. Using an unusual palette knife technique, Mr. Beaubien created just the scene the owners wished—a sense of horizon, of coolness, the quiet of perpetual motion.

"Everyone has dreams, every one needs some measure of escape," Mr. Beaubien says. "I don't know of any better way of getting it than by bringing it into your own home and living with it. No matter what your mood, a picture window of your own choosing can't help but give you satisfaction."





full value received

• To bring a boys' bedroom up to date, make it scuff-and-soil proof, this family paneled the walls with Sea Swirl, decorative lengths of Douglas Fir plywood etched out to show the hard grain; they made bunks and built-in cabinets of the same material, added a cork floor and a ladder, and ended with a practical and almost indestructible boys' room.

One thing every home owner can be as sure of as his taxes is that there are going to be *extras*: re-vamping of space as the children and their needs grow apace, fixing up the garden to make it livable, refurbishing and re-furnishing as rooms grow worn at the edges. This differs from an initial building project in that there's more leisure to look about at new materials, try them out in your setting, stack up their cost against the value of the service you want them to perform. And there are a wealth of such available, for any need you have.



• Remodeled den has one wall paneled in richly toned Sea Swirl.

*Photographs courtesy
Associated Plywood Mills, Inc.,
Eugene, Oregon*



• Simple sun shelter and windbreak made of Alsynite panels set in a redwood frame make a livable corner in a shadeless garden. The translucent panels provide a soft, glareless light, make a colorful addition to the landscape.

Shopper's Notebook



• **THREE-WAY HELP** with your daily mail, whether you dispatch it from home or a busy office, is this Deskit. Made of mahogany grained plastic, it comes filled with one roll each of mending tape and air mail stickers, and has another dispenser for stamp rolls. With built-in moistener, it's \$1.95 ppd. **SCOTT OF CALIFORNIA**, La Canada 5, Calif.



• **FLAME TAMER** makes any pot a double boiler, prevents burned or scorched foods. Just place Mrs. Damar's Flame Tamer under any pot or pan; the steel air-cushion insures the slow steady heat that is the real secret of good cooking. Wonderful for keeping dinners warm until ready to serve, ideal for reheating foods in china or pyrex containers without breakage. \$1.98 ppd. from **MRS. DOROTHY DAMAR**, 946 Damar Bldg., Treat Place, Newark 2, N. J.



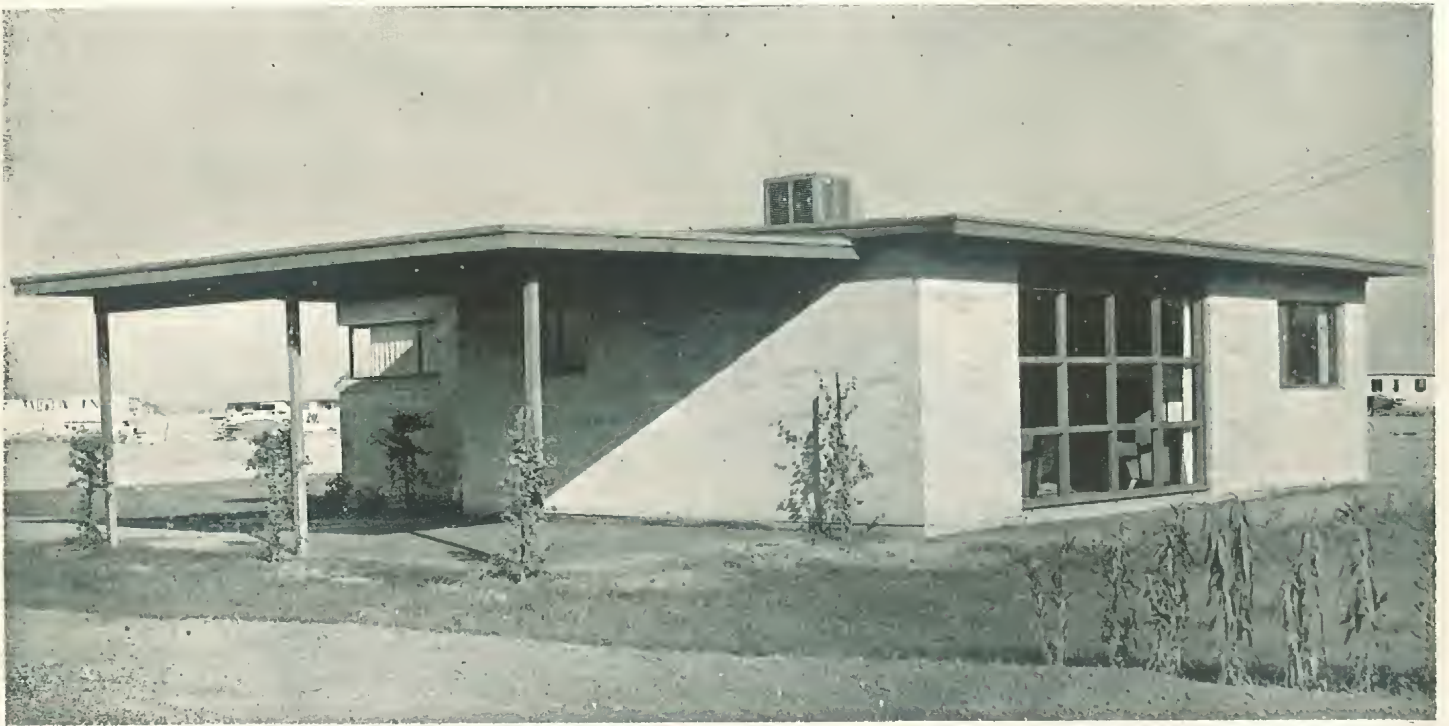
• **FOR THE FIRST TIME**—a 3-piece mixing bowl set (at a reasonable price) that will last a lifetime. Bowls are flexible, warp-proof, cannot break or shatter, and come in the modern contour design that prevents splashing. Wide rimmed edge assures comfortable hand grip. Can be used with high-speed mix-machines, as batter bowls, molds, or for serving. Nested 3-piece polyethylene set includes one red 4 qt. (10½"); one yellow 2 qt. (8½"); one green 1½ qt. (6½"). The set of three is \$1.98 ppd. from **MRS. DOROTHY DAMAR**, B716 Damar Bldg., Treat Place, Newark 2, N. J.



• **BAKE POTATOES INTERNALLY** with the new Potato-Bake Rack, a lightweight rack with eight chrome spikes which conduct the heat right to the heart of the potato. 4" x 12", it slides easily into crowded oven space, cuts down baking time, lessens the danger of burnt fingers; with a handle at each end it is easy to manipulate. \$1 or two for \$1.95 ppd. from **DOWNS & CO.**, Evanston, Ill.

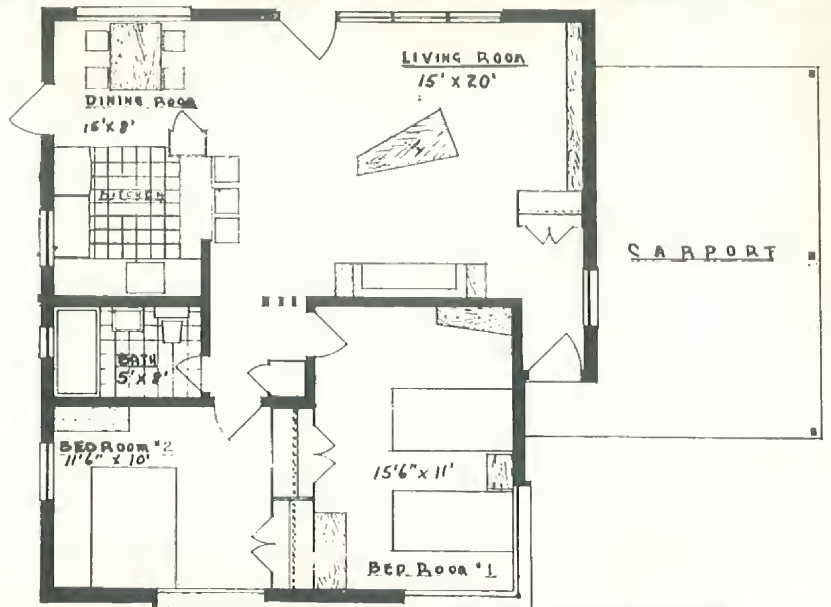
BLUEPRINTS AVAILABLE

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